

# Transnational Online Learning (TOL) campaign

## Targeted internal dissemination of a major CHARM-EU initiative

### Goal

The TOL initiative is one of CHARM-EU's major interinstitutional educational activities. It allows students access to courses beyond those available at their home institution, offering credits and international learning experiences by studying with peers from other countries, backgrounds and disciplines. The aim of the internal dissemination campaign related to TOL is to increase the number of students registering to the respective offers and increase student participation in virtual student mobilities; also to raise general awareness of the various educational offers from CHARM-EU.



### Target group

- Students at CHARM-EU partner universities

### Format & type of content

The TOL campaign is a complex internal dissemination activity targeted at students. It includes content (articles) and visuals to promote the online courses, the Online Course Catalogue itself as well as practical information on enrolling in the courses.



### Channels & tools used

- CHARM-EU website
- CHARM-EU social media channels and newsletter
- Partner universities social media channels, newsletters, intranets etc.

### Impact and efficiency

- Number of students enrolled in the TOL offers
- Impressions and views on respective social media posts, newsletters etc
- Conversion rate
- Views of the TOL webpages



## Necessary resources

- Human resources: online courses offered by academic staff from partner universities; preparation of communication material to promote the offers via CHARM-EU and partner universities' communication channels



## DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on visuals etc.)

